

CONTRACT



KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

www.KCTV5.com
 www.kctv5.com

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

Contract / Revision 497188 /		Alt Order # 06361981
Product SEIU		
Contract Dates 10/07/12 - 10/10/12		Estimate # 1962
Advertiser SEIU Cope		Original Date / Revision 10/02/12 / 10/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KCTV	Account Executive Dave Clark	Sales Office TELEREP-WAS
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 112	Product Code 119
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KCTV	10/08/12	10/10/12	KCTV5 News @ 10P	10-1035pm		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				2	\$900.00			
N 2	KCTV	10/08/12	10/10/12	Price is Right	10-11am		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$400.00			
N 3	KCTV	10/08/12	10/10/12	Letterman	1035-1137pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$500.00			
N 4	KCTV	10/08/12	10/10/12	The Insider	1137pm-1207am		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$150.00			
N 5	KCTV	10/08/12	10/10/12	Young & Restless	11am-12n		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$600.00			
N 6	KCTV	10/08/12	10/10/12	Ferguson	1207x-108x		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$75.00			
N 7	KCTV	10/08/12	10/10/12	KCTV5 News @ Noon	12-1230pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$500.00			
N 8	KCTV	10/08/12	10/10/12	Ellen	3-4pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$500.00			
N 9	KCTV	10/08/12	10/10/12	KCTV5 News @ 5P	5-530pm		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				2	\$700.00			
N 10	KCTV	10/08/12	10/10/12	KCTV5 News @ 6P	6-630pm		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				2	\$700.00			
N 11	KCTV	10/08/12	10/10/12	More in the Morning 6A	6-7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract Dates</u> 10/07/12 - 10/10/12	<u>Product</u> SEIU	<u>Estimate #</u> 1962
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				1	\$350.00			
N 12	KCTV	10/08/12	10/10/12	Inside Edition	630-7pm		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				3	\$800.00			
N 13	KCTV	10/08/12	10/10/12	CBS Early Show	7-9am		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTW----				2	\$250.00			
N 14	KCTV	10/08/12	10/08/12	Mon 9-10pm	9-10pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$4,000.00			
N 15	KCTV	10/07/12	10/07/12	CBS Sunday Morning	8-930am		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$900.00			
N 16	KCTV	10/07/12	10/07/12	Delayed The Mentalist	930-1030p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$4,000.00			
N 17	KCTV	10/09/12	10/09/12	Tue 7-8pm	7-8pm		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$5,500.00			
N 18	KCTV	10/10/12	10/10/12	Wed 9-10pm	9-10pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--1----				1	\$4,500.00			
Totals											38	\$34,925.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/10/12	38	\$34,925.00	\$29,686.25
Totals	38	\$34,925.00	\$29,686.25

Signature: _____ Date: _____

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